

### *Abstract*

An advertising/entertainment system is provided including a media presentation having an interactive response system, the interactive response system for presenting response choices to users based on the subject matter of the media presentation and for receiving user responses for developing further media presentations based on the user responses. The system encourages a user to become a member of the system, disseminate information about products to users and encourage users to participate in a story in which the users determine the progress of the story's plot-line while reviewing advertisements.